IN THE CLAIMS

Please amend the claims as follows. The following listing of claims includes the status of all claims in the application, and replaces all previous listings of claims.

1 – 5. Cancelled

6. (new)   A method for automatically selecting at least one of a plurality of content items for presentation, comprising the steps of:

determining a relevancy value for each of said plurality of content items;

generating a probability value for selecting each of said plurality of content items from said relevancy values;

probabilistically selecting at least one of said plurality of content items in accordance with each items' probability value; and

presenting said at least one selected content item.

7. (new)   The method of claim 6, wherein said presenting step comprises display of said at least one selected content item.

8. (new)   The method of claim 6, wherein said presenting step comprises playing said at least one selected content item.

9. (new)   The method of claim 6, wherein said presenting step comprises playback of said at least one selected content item.

10. (new)   The method of claim 6, wherein said step of determining said relevancy value comprises the steps of

determining a current context in accordance with a set of one or more dimensions of context;

comparing said current context with at least one contextual sensitivity for each of said plurality of content items, wherein said contextual sensitivity includes values for one or more dimensions of context; and

combining the results of each of said comparisons to generate a relevancy value.

11. (new)   The method of claim 10, wherein said dimensions of context include one or more of the following:

time;

location;

proximity;

recently selected content history;

media associations;

genre associations;

activity associations;

emotional associations;

property associations; and

personal interests such as likes and dislikes.

12. (new)   The method of claim 11, wherein personal interests are derived from a rating history.

13. (new) The method of claim 6, wherein generating said probability value comprises the step of:

mapping said relevancy value to an un-normalized probability value.

14. (new) The method of claim 13, wherein said mapping step comprises a non-linear mapping.

15. (new) The method of claim 13, further comprising the step of:

normalizing said un-normalized probability value to generate an adjusted probability value.

16. (new) The method of claim 15, wherein normalizing step comprises suppressing the un-normalized probability values of content items having similar, un-normalized probability values to generate the adjusted probability value.

17. (new)   The method of claim 6, wherein the content items comprise at least one of the following:

advertisements or coupons;

music or audio;

video programs;

interactive multimedia;

images; and

textual messages.

18. (new)   The method of claim 6, wherein said step of probabilistically selecting comprises the steps of:

summing the probability values of said plurality of content items;

segmenting the range from zero to said sum into consecutive ranges, the number of said ranges being equal to the number of content items, each range having a length equal to the probability value of a corresponding content item;

generating a random value in the range from zero to said sum; and

selecting the content item corresponding to the range containing said random value.